

Academic Year: ( 2021 / 2022 )

Review date: 13-03-2018

Department assigned to the subject: Communication and Media Studies Department

Coordinating teacher: ROMERO SANTOS, RUBEN

Type: Compulsory ECTS Credits : 3.0

Year : 1 Semester : 2

**OBJECTIVES**

- To possess and understand key knowledge to be able to be original in the development and application of ideas, often within a research context.
- Capacity to apply knowledge and solve problems in new environments within wider contexts (or multidisciplinary) related to the area of study.
- Capacity to express knowledge, convey reasoning and reach conclusions to specialized and non-specialized audiences in a clear, unambiguous fashion.
- Capacity to learn in order to keep studying in an autonomous fashion.
  
- Produce, manage and organize audiovisual productions for cinema and television.
- Evaluate and organize the economic management of productions.
  
- Identify the roles and human resources relations within the context of audiovisual productions.
- Define exploitation and commercialization pathways for audiovisual productions.
- Identify, select and develop proposals for film and television projects.
  
- Capacity to create viability studies, package creation and budgets.
- Capacity to identify funding opportunities and solve economic and financial problems for audiovisual projects.
- Create and explain audiovisual projects in pitching sessions.
- Identify and classify the appropriate technical and working crews for each phase of the project: preproduction, shooting and postproduction.
- Control the amortization processes of audiovisual productions.
- Supervise and manage the postproduction and finalization processes.

**DESCRIPTION OF CONTENTS: PROGRAMME**

1. INTRODUCTION TO THE CONCEPT OF MARKETING
2. MARKETING AND PRODUCTION
3. MARKETING AND DISTRIBUTION
4. MARKETING AND EXHIBITION
5. COMMUNICATION PLAN
6. CASE STUDIES

<b>% end-of-term-examination:</b>	60
<b>% of continuous assessment (assignments, laboratory, practicals...):</b>	40

**BASIC BIBLIOGRAPHY**

- Esquire, Jason Todo sobre el negocio del cine, T&B Editores, 2013
- Linares, Rafael La promocion cinematografica. Estrategias de comunicacion y distribucion de peliculas, Fragua , 2009
- Matamoros, David Distribución y marketing cinematográfico. Manual de primeros auxilios, Publicacions UB , 2012

